

# 2018 Camp Card

## Greater Yosemite Council, Boy Scouts of America

### HOW THE DISCOUNT CARD SALE WORKS?

- The Camp Card is designed to help youth fund their way to 2018 Camp programs and pay for other program related expenses.
- This is a Risk-Free Unit Sales project where all Scouts can earn their way to Camp, Philmont, other activities or simply support unit program or supplies needed.
- Each Card will sell for only \$5.00 to the public and will have multiple food, service and entertainment discounts for the customer to use throughout the year.  
The participating unit will keep 50% commission of the sales for each Card sold!
- With any of the Single Snap off discounts ranging from \$5-\$10, the Card More than PAYS FOR ITSELF!  
**It is a value for all consumers.**
- Commissions from the sales are encouraged to be applied directly to sending youth to Summer Camp or other activities, but they may be used as the unit committee sees fit.

### The Value of Selling Camp Cards:

Participating in the Camp Card sale allows each youth member to directly fund their own programs

<b>Program</b>	<b>Cost</b>	<b>Sales per Youth (in cards)</b>
Cub Scout Day Camp	\$75	= 30 Cards per youth to sell
Cub Adventure at McConnell	\$145	= 58 Cards per youth to sell
WEBELOS Adventure at McConnell	\$180	= 72 Cards per youth to sell
Webelos Adventure at Mensinger	\$230	= 92 Cards per youth to sell
Boy Scout Summer Camp	\$375	= 150 Cards per youth to sell

\*Note—Program costs and sales per youth are not necessarily actual numbers; they are close approximations.

### Discount Card Timeline:

February	Unit Discount Card Promotions at Roundtable Meetings
February	Units signed up to sell Discount Cards for full commission
March 20	Discount Cards Available at Modesto & Stockton Service Centers
April	District Discount Card Kickoff & Distribution at Roundtables
June 1	Discount Card Sale Ends (*Note—Units keep commissions and only turn in unsold cards & money due council)
<b>June 8</b>	<b>Last day for Units to turn in money and unsold Discount Cards in order to receive full 50% commission</b>
<b>June 15</b>	<b>All names due to be eligible for the Grand Prize drawing</b>
June 15	Commission drops to 35% commission (from \$2.50 to \$1.75)
June 22	Commission drops to 25% commission (From \$2.50 to \$1.25)
June 22	Sales Incentive Drawings Held

ALL SCOUTS WHO WILL BE APPLYING FOR CAMPERSHIPS FOR 2018 ARE  
REQUIRED TO PARTICIPATE AND MUST SELL A MINIMUM OF 30 DISCOUNT  
CARDS.

## **2017 Camp Card At-A-Glance:**

Single Use:	Save Mart- \$10 off a \$50 purchase
Single Use:	Bass Pro Shop - \$10 off a \$100 purchase
Single Use:	Big 5 - \$10 off a \$50 purchase
Multi Use:	El Pollo Loco – Free Large Classic side w any 8, 10, 12, or 16-piece meal.
Multi Use:	Baja Fresh- \$5 off \$25 purchase or more
Multi Use:	Chuy’s Towing- \$10 off any Road side service or tow
Multi Use:	Jiffy Lube- \$10 off any Penzoil Oil change; \$10 off Tire Rotation; \$5 off Air Filter

*(Other Multi Use Vendors will include: Rockin’ Jump, , and Dickey’s BBQ depending on the region.)*

## **How to implement Camp Card sales for your Unit:**

1. Determine NOW the Activities & programs your youth plan to participate in for 2018  
Determine the number of active youth in your program
2. Set a per youth sales goal (number of Camp Cards he/she should sell)
3. Set an overall unit sales goal
4. Communicate unit needs clearly with each youth and parent
  - a. Explain how the sale of Cards teaches youth the value of self-reliance
  - b. Explain exactly where the unit plans to allocate the revenue generated from the sales (i.e. Individual youth Camp fees, Uniforms, Unit Trailer, etc.)
5. Communicate Camp Card calendar clearly with all youth and parents
  - a. Have a Kickoff for your unit
  - b. Have a Turn-In date for money and unsold Cards

## **Unit Sales Incentives:**

- Sign-up by February 23<sup>rd</sup> and settle your account by June 8<sup>th</sup> to receive 50% commission throughout the entire sale

## **Youth Sales Incentives:**

- Sell 35 Cards in addition to your 50% commission receive \$5 in Scout Bucks redeemable for Council camp fees, all Trading Post supplies at Council Camps or BSA supply items through Greater Yosemite Council Scout Shops and Trading
- In addition to \$5 Scout Bucks, your 50% commission, for every 50 Cards you sell, you will be entered in a grand prize drawing. Drawing will be held on June 22<sup>nd</sup>.

## **Unit Kick-off**

- Get Scouts excited about Camping!
- Ensure that Parents are informed about why their Scout should attend Camp.
- Make sure the Kick-off has maximum attendance.
- Be prepared to discuss summertime camping opportunities.
- Make sure every Scout gets a Sales Kit and at least 10 cards.

## **Sample Agenda**

1. Grand opening with music, cheers and EXCITEMENT!
2. Check out a Sales Kit for every Scout with at least 20 cards.
3. Review Summer Camp opportunities.
4. Explain Commission and Incentives. *No combining of orders for incentives.*
5. Review goals and Key Dates.
6. Scout Training – Role Play
7. Cover Safety and Courtesy Tips
8. Big Finish: Send Scouts and parents home excited to sell!

## **Sales Techniques for Scouts:**

Don't miss this opportunity to use the Camp Card Sale to train your Scout in public-speaking, entrepreneurship, and salesmanship. Your Scouts and their parents will appreciate the effort, and, your sales will improve.

Have Scouts role play and practice during your Unit Camp Card Sale Kickoff.

For a *Successful Sale*, ensure your Scouts:

- Wear their Scout Uniform
- Smile, and say their first name.
- Tell Customers what Unit they are with
- Tell Customers what the Scouts are going to use the money for
- Tell Customers how much THEY can save with a Camp Card
- Close the sale, and always say Thank You

## **Remember, we're selling Scouting not just Camp Cards**

*Ensure your families understand that they are selling character, they are selling a better community, and they are selling the benefits of Scouting. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful is that people want to support Scouting.*

## **How to Sell Camp Cards**

There are 3 Methods to selling Camp Cards:

### **BOOTH SALES**

Meet with a manager at a location of your choice. Set a couple different dates that work in your unit calendar. Create a signup sheet and start having families fill in the blanks. Give incentives for signing up and showing up. Make sure that if the store has two entry doors to cover both doors. Create a table display that showcases why the youth are selling the cards, example have pictures of the kids at camp. A suggestion is to have the Tiger Cubs work with the Webelos Scouts to allow for a learning opportunity for both ages.

### **DOOR TO DOOR**

The best way to use this technique is to go around a neighborhood near where you meet. It is a great way to let the families know that you are there and an easy way to start off the conversation, "Hi My name is \_\_\_\_\_ from Pack / Troop/ Crew \_\_\_\_\_ that meets just around the corner at \_\_\_\_\_.... If your unit does this as a group, having a celebration afterwards is a great way to motivate the kids. Pizza or ice cream is a great way to thank them for a job well done. If a scout does this on their own with family please iterate the importance of never going door to door alone. The Scout must always have an adult with them at all times; and never enter anyone's home.

### **PEER TO PEER SALES**

Selling to friends and family is the easiest way to make a sale. Don't forget to ask: teachers, coaches, doctors, dentists, bosses, co-workers, neighbors, real estate agents, pastors, youth group leaders, best friends, dog groomers, postman, gardener and many more.

## **Safety and Courtesy**

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout or with an adult
- Never enter anyone's home
- Never sell after dark, unless with an adult
- Don't carry large amounts of cash
- Always walk on the sidewalk and driveway
- Be careful of dogs while selling

Say Thank You, whether or not the prospect buys a Camp Card

## **Selling Sample Scripts**

### **Booth Sale:**

Excuse me sir/Ms. my name is \_\_\_\_\_ from Pack/Troop/ Team / Crew/ Post \_\_\_\_\_ can you help me earn my way to camp. I'm raising money by selling this \$5.00 camp card.

It has 4 great one-time discounts that can be used anywhere and also 10 local coupons. You get your money back if you shop at just one of the one-time coupons.

YES: Thank you for helping to send me to camp! How many cards can I get for you?

NO: Thank you!! Have a great day.

### **Neighborhood Blitz:**

Hello neighbor my name is \_\_\_\_\_ from Pack/Troop/ Team / Crew/ Post \_\_\_\_\_ that meets at \_\_\_\_\_ can you help me earn my way to camp. I'm raising money by selling this \$5.00 camp card.

It has 4 great one time discounts that can be used anywhere and also 10 local coupons. You get your money back if you shop at just one of the onetime coupons.

YES: Thank you for helping to send me to camp! How many cards can I get for you?

NO: Thank you!! Have a great day.

## **Unit Camp Card Coordinator Job Description**

### **Position Description:**

- Encourage your unit Scouts to sell Camp Cards
- Attend related meetings to get trained on how to run your unit sale
- Work to achieve the Unit Camp Card sales goal
- Keep track of Scout sales
- Be the know-it-all person when it comes to camp card sales in your unit
- Coordinate an incentive structure in your unit to motivate the kids to sell
- Keep track of camp card inventory
- Collect money from Scouts
- Make sure that account is closed before the deadline.
- Get names of youth that qualify for prizes to Council by Deadline

### **Time Commitment:**

- Attend unit meetings during the months of January—May
- Field questions January - May mainly by email or phone.
- Attend Kick-off / Training (February)
- Attend Camp Card Pick-up day

## **2018 Camp Card Contest Verification**

This is to verify that \_\_\_\_\_ of  
Name of Youth

Pack / Troop / Team / Crew / Post # \_\_\_\_\_  
(Circle One)

has sold 50 Camp cards the week of \_\_\_\_\_ and is qualified  
for the Grand Prize drawing to be held on June 22<sup>nd</sup>.

Unit Leader's Name \_\_\_\_\_ Position \_\_\_\_\_

Unit Leader Signature \_\_\_\_\_ Date \_\_\_\_\_

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Unit Leader Signature \_\_\_\_\_ Date \_\_\_\_\_

# 2018 Greater Yosemite Council Discount Card Unit Commitment Form

YES! Our unit will participate in the 2018 Discount Card Sale!

## Unit Information:

Council Camp Card Region: North Central South Sonora  
(Please circle one)

Unit #: \_\_\_\_\_ District: \_\_\_\_\_

# Of Active Scouts: \_\_\_\_\_ Our Gross Sale Goal is: \$\_\_\_\_\_ (# of Cards) \$\_\_\_\_\_ (Total Dollars)

How many cards would your unit like to start the campaign with? \_\_\_\_\_

Date of unit Kickoff: \_\_\_\_\_ Time: \_\_\_\_\_

Location \_\_\_\_\_

## Unit Discount Card Key Contact Leader:

Name: \_\_\_\_\_ Position in Unit: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_


Best Contact Number: \_\_\_\_\_ Work Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

For further information/images go to [www.yosemitescouting.org](http://www.yosemitescouting.org) > Unit Fundraising > Discount Card Sale

Please return to: Greater Yosemite Council, 4031 Technology Dr. Modesto, CA 95356

You may FAX to 209-545-6321 or scan and email to [Robin.Wilson@Scouting.org](mailto:Robin.Wilson@Scouting.org)



ALL SCOUTS WHO WILL BE APPLYING FOR CAMPERSHIPS FOR 2018 ARE  
REQUIRED TO PARTICIPATE AND MUST SELL A MINIMUM OF 30 DISCOUNT  
CARDS.

# UNIT Camp CARD RECEIPT

(District Executive to turn in to Greater Yosemite Council Finance Department)

PACK    
  TROOP    
  CREW    
  SHIP    
  TEAM    
  POST

DATE \_\_\_\_\_ DISTRICT \_\_\_\_\_ UNIT# \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Cards Issued	To be completed upon card turn in												
Total number of Cards Issued  _____	<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Checks</td> <td style="width: 40%; text-align: right;">\$ _____</td> </tr> <tr> <td>Cash</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td style="text-align: center;"><b>TOTAL</b></td> <td style="text-align: right;"><b>\$ _____</b></td> </tr> <tr> <td colspan="2" style="padding-top: 10px;">_____ Cards Sold</td> </tr> <tr> <td colspan="2" style="padding-top: 5px;">_____ Cards Returned</td> </tr> <tr> <td colspan="2" style="padding-top: 5px;">_____ Total Cards</td> </tr> </table>	Checks	\$ _____	Cash	\$ _____	<b>TOTAL</b>	<b>\$ _____</b>	_____ Cards Sold		_____ Cards Returned		_____ Total Cards	
Checks	\$ _____												
Cash	\$ _____												
<b>TOTAL</b>	<b>\$ _____</b>												
_____ Cards Sold													
_____ Cards Returned													
_____ Total Cards													

I recognize that each of these cards have a cash value of \$5. There is no risk to our unit as long as all unsold cards are returned to the Council in the same condition given to me and by June 8, 2018. **By signing below, I recognize that our unit will be charged \$2.50 before June 8 for every unreturned card; \$3.25 between June 19 and June 15 for every unreturned card; and \$3.75 after June 22.**

Our unit will close out our account (money/unsold cards turned in) by \_\_\_\_\_.

I agree to these terms: \_\_\_\_\_ Date: \_\_\_\_\_

Leader Signature

Position: \_\_\_\_\_

**\*NOTE—Per the request of the vendors participating in the 2018 Camp Card and because each Card has a cash value above and beyond the unit selling price, 100% of unsold Cards must be returned to Greater Yosemite Council by June 22<sup>nd</sup>.**



# YOUTH CAMP CARD RECEIPT

(Scout Parent to turn in to Unit Camp Card Leader)

PACK    TROOP    CREW    SHIP    TEAM    POST

DATE \_\_\_\_\_ DISTRICT \_\_\_\_\_ UNIT# \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Cards Issued	To be completed upon card turn in	
Total number of Cards Issued _____	Checks	\$ _____
	Cash	\$ _____
	<b>TOTAL</b>	<b>\$ _____</b>
	_____ Cards Sold	
	_____ Cards Returned	
	_____ Total Cards	

I recognize that each of these cards have a cash value of \$5. There is no risk to our unit as long as all unsold cards are returned to the Council in the same condition given to me and by June 8, 2018. **By signing below, I recognize that our unit will be charged \$2.50 before June 8 for every unreturned card; \$3.25 between June 15 and June 15 for every unreturned card; and \$3.75 after June 22.**

Our family will close out our account (money/unsold cards turned in) by \_\_\_\_\_.

I agree to these terms: \_\_\_\_\_ Date: \_\_\_\_\_

Parent Signature

Name of Scout: \_\_\_\_\_

**\*NOTE—Per the request of the vendors participating in the 2018 Camp Card and because each Card has a cash value above and beyond the family selling price, 100% of unsold Cards must be returned to our Council by June 1st. This will allow our family to reconcile our account with Greater Yosemite Council by June 8, 2018.**

